

ORDER



Orders
Order / Rev: 718214
Alt Order #: 06351777
Product Desc: SOBHANI FOR SENATE
Estimate:
Flight Dates: 10/01/12 - 10/05/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Sobhani, R / I / Senator
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/05/12	14	\$15,250.00	\$12,962.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$15,250.00	\$12,962.50	0.00
Totals	14	\$15,250.00	\$12,962.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/01/12	10/05/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-W-F--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-W-F--			3		\$450.00		0.00				
E 2	WUSA	10/02/12	10/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-TF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-TF--			3		\$800.00		0.00				
E 3	WUSA	10/03/12	10/03/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$400.00		0.00				
E 4	WUSA	10/01/12	10/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-WT---	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-WT---			3		\$2,500.00		0.00				
E 5	WUSA	10/01/12	10/04/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	MTWT---	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MTWT---			4		\$900.00		0.00				
													Totals	14	\$15,250.00